

Arizona County Lodging Indicators															
County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	Oct 2007	Oct 2008	% Change	Oct 2007	Oct 2008	% Change	Oct 2007	Oct 2008	% Change	Oct 2007	Oct 2008	% Change	Oct 2007	Oct 2008	% Change
Apache	73.0%	63.8%	-12.6%	\$72.58	\$76.70	5.7%	\$52.98	\$48.95	-7.6%	22,446	19,625	-12.6%	30,752	30,752	0.0%
Cochise	68.6%	63.4%	-7.6%	\$67.44	\$70.71	4.8%	\$46.28	\$44.83	-3.1%	58,092	60,020	3.3%	84,661	94,674	11.8%
Coconino	71.9%	69.7%	-3.0%	\$81.99	\$83.62	2.0%	\$58.93	\$58.28	-1.1%	234,478	231,631	-1.2%	326,213	332,320	1.9%
Gila	67.0%	58.0%	-13.5%	\$76.13	\$71.99	-5.4%	\$51.02	\$41.73	-18.2%	22,291	20,378	-8.6%	33,263	35,154	5.7%
Graham	79.1%	67.4%	-14.8%	\$75.69	\$82.05	8.4%	\$59.89	\$55.28	-7.7%	9,247	11,196	21.1%	11,687	16,616	42.2%
Greenlee		N/A			N/A			N/A			N/A			N/A	
La Paz		N/A			N/A			N/A			N/A			N/A	
Maricopa	70.1%	59.4%	-15.4%	\$124.41	\$123.58	-0.7%	\$87.24	\$73.35	-15.9%	1,116,294	1,000,426	-10.4%	1,591,974	1,685,594	5.9%
Mohave	60.2%	55.3%	-8.1%	\$71.16	\$68.16	-4.2%	\$42.81	\$37.70	-11.9%	79,209	72,470	-8.5%	131,657	131,037	-0.5%
Navajo	74.3%	60.9%	-18.1%	\$63.02	\$67.84	7.7%	\$46.83	\$41.31	-11.8%	76,112	64,372	-15.4%	102,424	105,710	3.2%
Pima	66.8%	60.9%	-8.8%	\$103.62	\$103.38	-0.2%	\$69.21	\$62.97	-9.0%	313,458	293,347	-6.4%	469,278	481,585	2.6%
Pinal	63.9%	59.5%	-6.9%	\$72.09	\$71.81	-0.4%	\$46.10	\$42.75	-7.3%	28,880	28,551	-1.1%	45,167	47,957	6.2%
Santa Cruz	64.2%	56.3%	-12.3%	\$73.37	\$73.11	-0.3%	\$47.09	\$41.16	-12.6%	19,083	16,735	-12.3%	29,729	29,729	0.0%
Yavapai	72.4%	70.0%	-3.4%	\$133.52	\$129.84	-2.8%	\$96.69	\$90.86	-6.0%	103,621	100,137	-3.4%	143,096	143,096	0.0%
Yuma	71.9%	56.6%	-21.3%	\$75.72	\$75.72	0.0%	\$54.47	\$42.88	-21.3%	64,242	57,473	-10.5%	89,311	101,494	13.6%

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	2007 YTD	2008 YTD	% Change	2007 YTD	2008 YTD	% Change	2007 YTD	2008 YTD	% Change	2007 YTD	2008 YTD	% Change	2007 YTD	2008 YTD	% Change
Apache	62.9%	62.5%	-0.7%	\$72.15	\$78.88	9.3%	\$45.38	\$49.28	8.6%	189,667	188,379	-0.7%	301,568	301,568	0.0%
Cochise	75.3%	66.8%	-11.3%	\$63.18	\$68.47	8.4%	\$47.60	\$45.75	-3.9%	603,576	588,954	-2.4%	801,173	881,560	10.0%
Coconino	68.6%	69.4%	1.2%	\$84.44	\$88.44	4.7%	\$57.91	\$61.36	6.0%	2,173,974	2,224,355	2.3%	3,169,604	3,206,093	1.2%
Gila	72.9%	62.4%	-14.4%	\$71.68	\$71.79	0.2%	\$52.25	\$44.81	-14.2%	237,777	215,179	-9.5%	326,192	344,736	5.7%
Graham	80.9%	N/A		\$72.06	N/A		\$58.27	N/A		92,680	N/A		114,608	N/A	
Greenlee		N/A			N/A			N/A			N/A			N/A	
La Paz		N/A			N/A			N/A			N/A			N/A	
Maricopa	68.5%	61.4%	-10.4%	\$122.88	\$128.44	4.5%	\$84.12	\$78.81	-6.3%	10,626,456	9,900,308	-6.8%	15,523,181	16,136,054	3.9%
Mohave	59.9%	58.9%	-1.5%	\$72.66	\$70.41	-3.1%	\$43.49	\$41.50	-4.6%	772,743	757,814	-1.9%	1,291,088	1,285,628	-0.4%
Navajo	65.9%	63.6%	-3.5%	\$63.75	\$67.85	6.4%	\$42.02	\$43.18	2.8%	662,100	647,550	-2.2%	1,004,416	1,017,598	1.3%
Pima	68.2%	63.7%	-6.7%	\$102.02	\$103.47	1.4%	\$69.62	\$65.89	-5.4%	3,135,702	2,996,601	-4.4%	4,595,354	4,705,789	2.4%
Pinal	66.4%	63.1%	-5.0%	\$75.89	\$78.53	3.5%	\$50.39	\$49.55	-1.7%	294,070	289,947	-1.4%	442,928	459,488	3.7%
Santa Cruz	71.2%	64.0%	-10.1%	\$72.00	\$73.28	1.8%	\$51.24	\$46.88	-8.5%	207,495	186,490	-10.1%	291,536	291,536	0.0%
Yavapai	69.3%	66.2%	-4.4%	\$122.77	\$124.10	1.1%	\$85.05	\$82.16	-3.4%	955,670	928,758	-2.8%	1,379,596	1,402,844	1.7%
Yuma	68.2%	59.7%	-12.5%	\$77.52	\$78.53	1.3%	\$52.87	\$46.89	-11.3%	569,305	590,187	3.7%	834,694	988,456	18.4%

n/a= not available

* % change compared to last year

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.